

Technology



Life

**Matt Drance,
Apple Outsider**



1876



1927



1975



2007



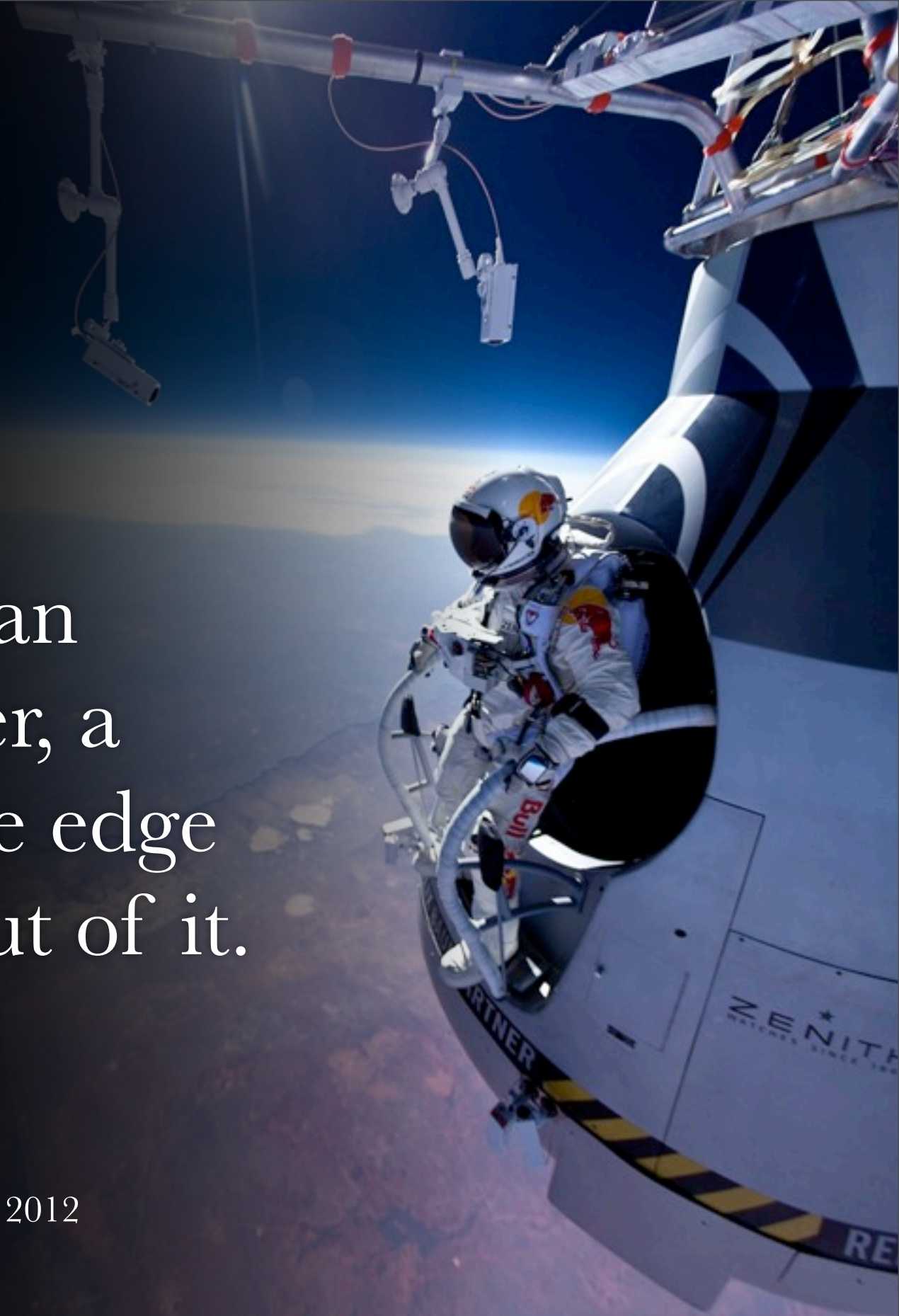
● SUPERCHARGERS ACTIVE OCTOBER 19TH

200 mi
400 km

It's pretty amazing that I can
watch, live on my computer, a
man riding a balloon to the edge
of space so he can jump out of it.

[#TheFuture](#)

@wilw
October 14, 2012



The future is bigger than us.

Technology is just people, though. People
like me.

Alex Payne
The Magazine Issue 1



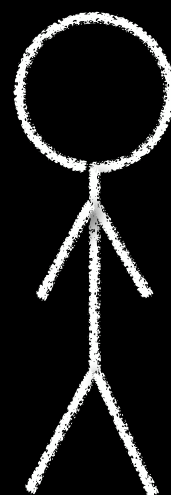
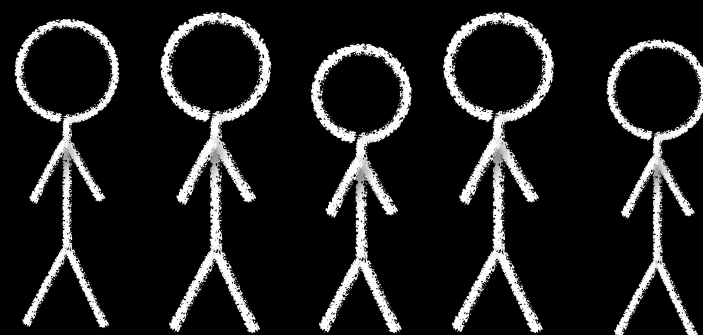
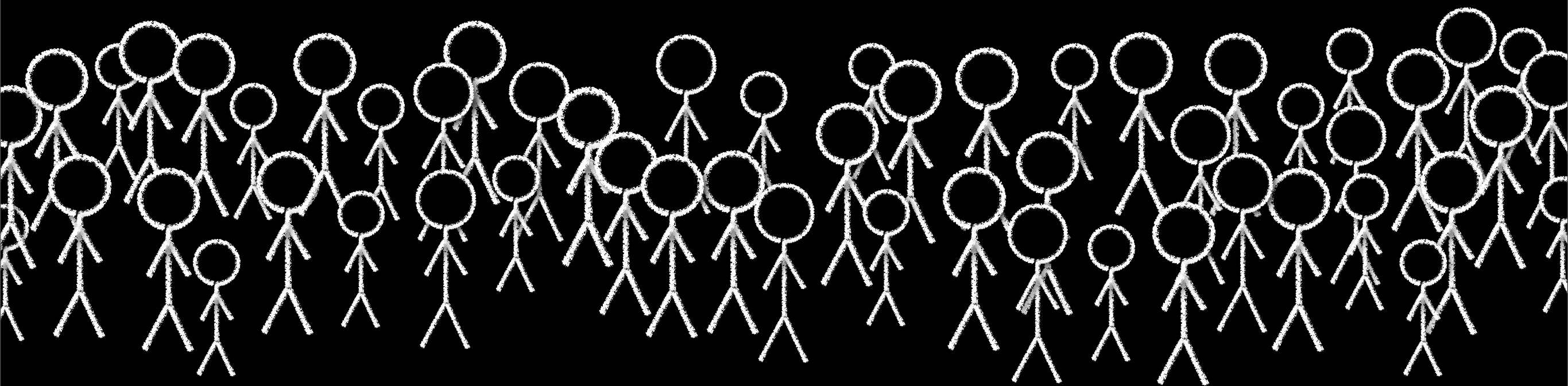
SuperBetter



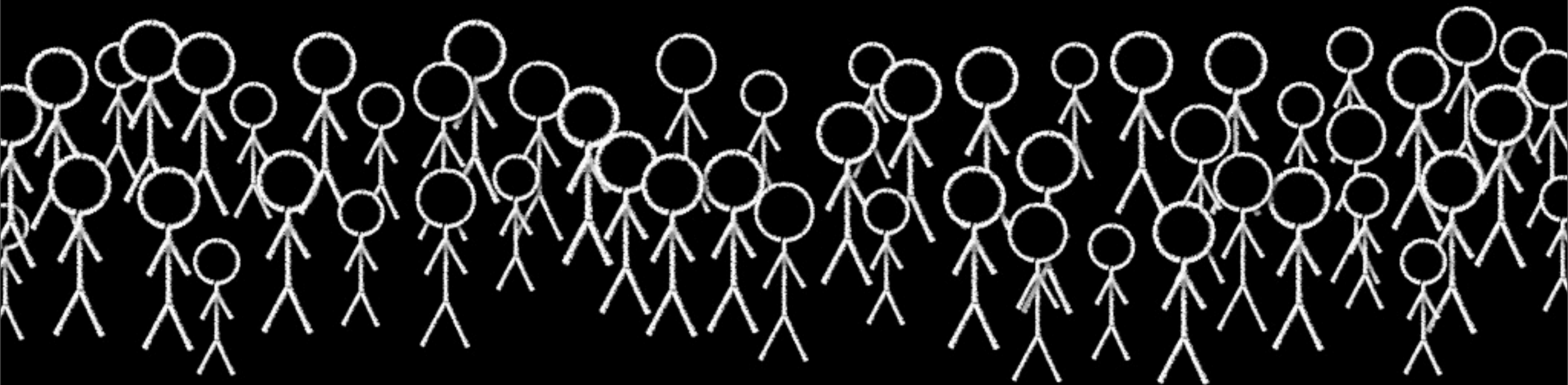


Charles





Our Customers



I don't need that.

I already have that.

I've always wanted that!

The customer is always right.



If I'd asked people what they wanted, they
would have said 'A faster horse.'

How does this idea
make someone's life better?

How does this feature
make someone's life better?

How does this fix
make someone's life better?

How does this decision
make someone's life better?

Technology vs. Utility

1080p

Seven times the clarity of standard TV!

~~A set of HDTV high-definition video modes that are characterized by 1080 horizontal lines of vertical resolution and progressive scan.~~

1080p

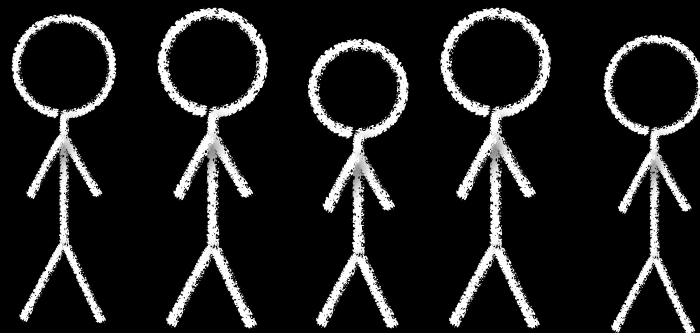
Like being in the game.

Nature up close and personal.

~~Seven times the clarity of standard TV!~~

Your child's eyes, larger than life.

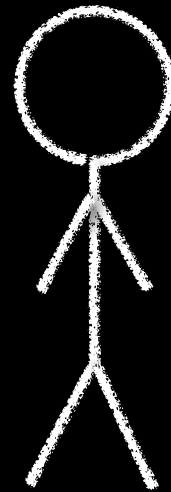
Our Peers



Accept criticism

Share success

Ourselves



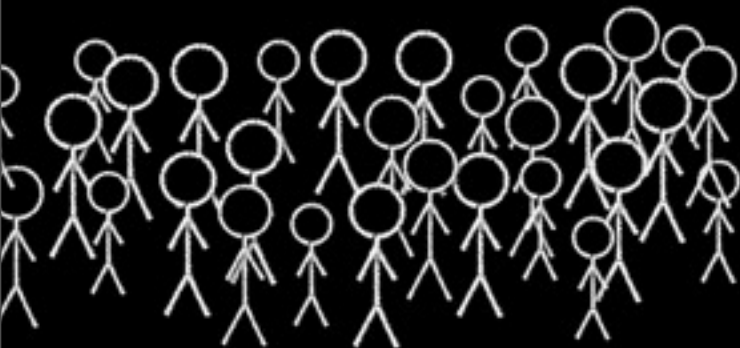
Value your time

Automation

~~Unit tests~~

Fewer problems
~~Automation~~

Fewer problems



Better experience



Less disruption



Refocused efforts

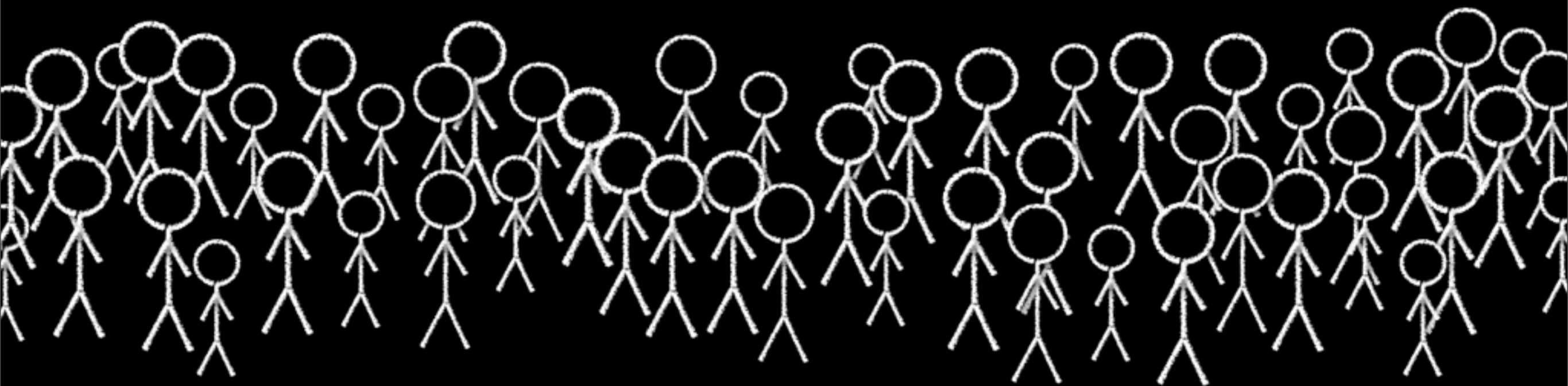
Fewer detours

More balance

Seek balance

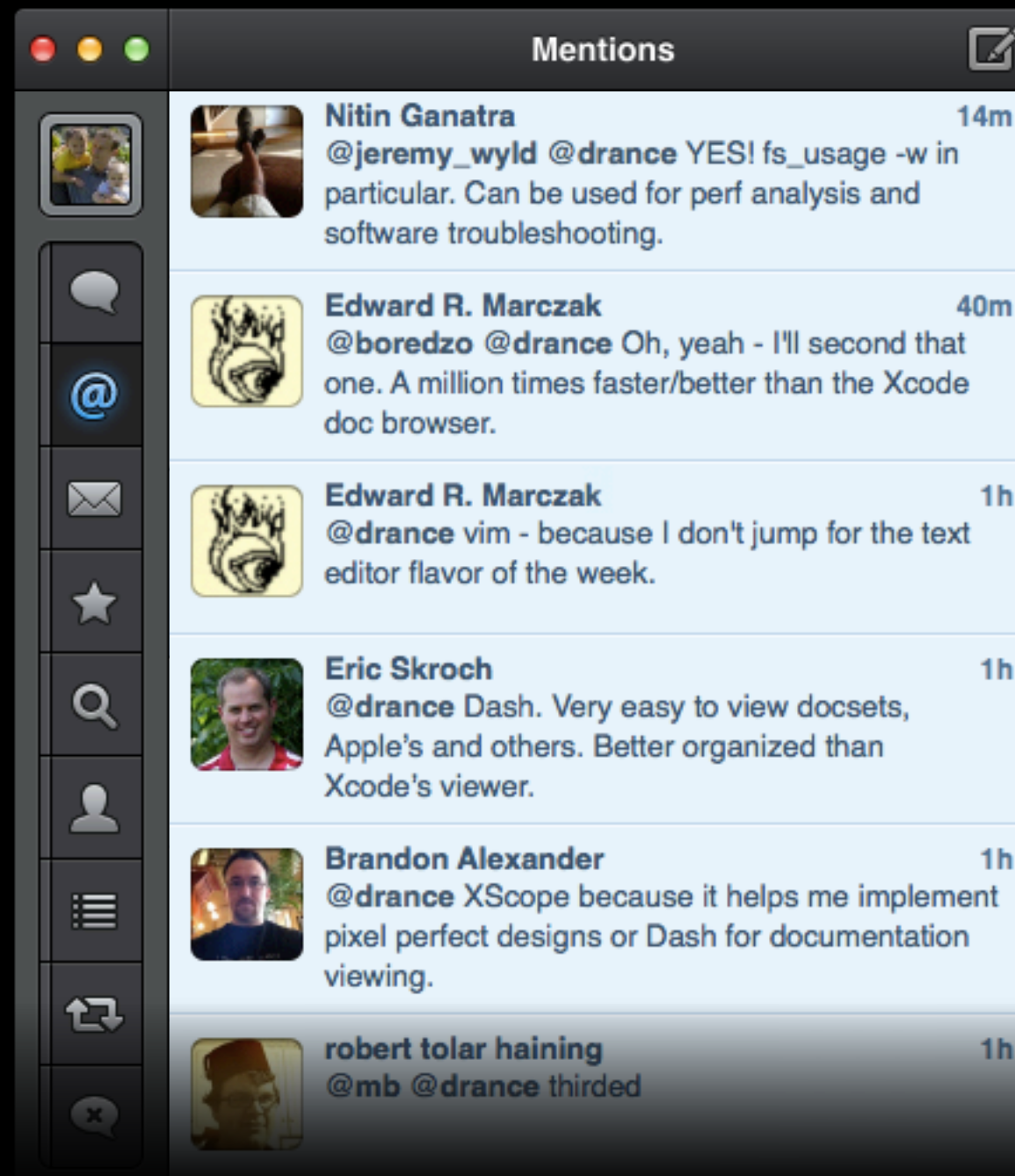
Maintain perspective





The Daily Grind

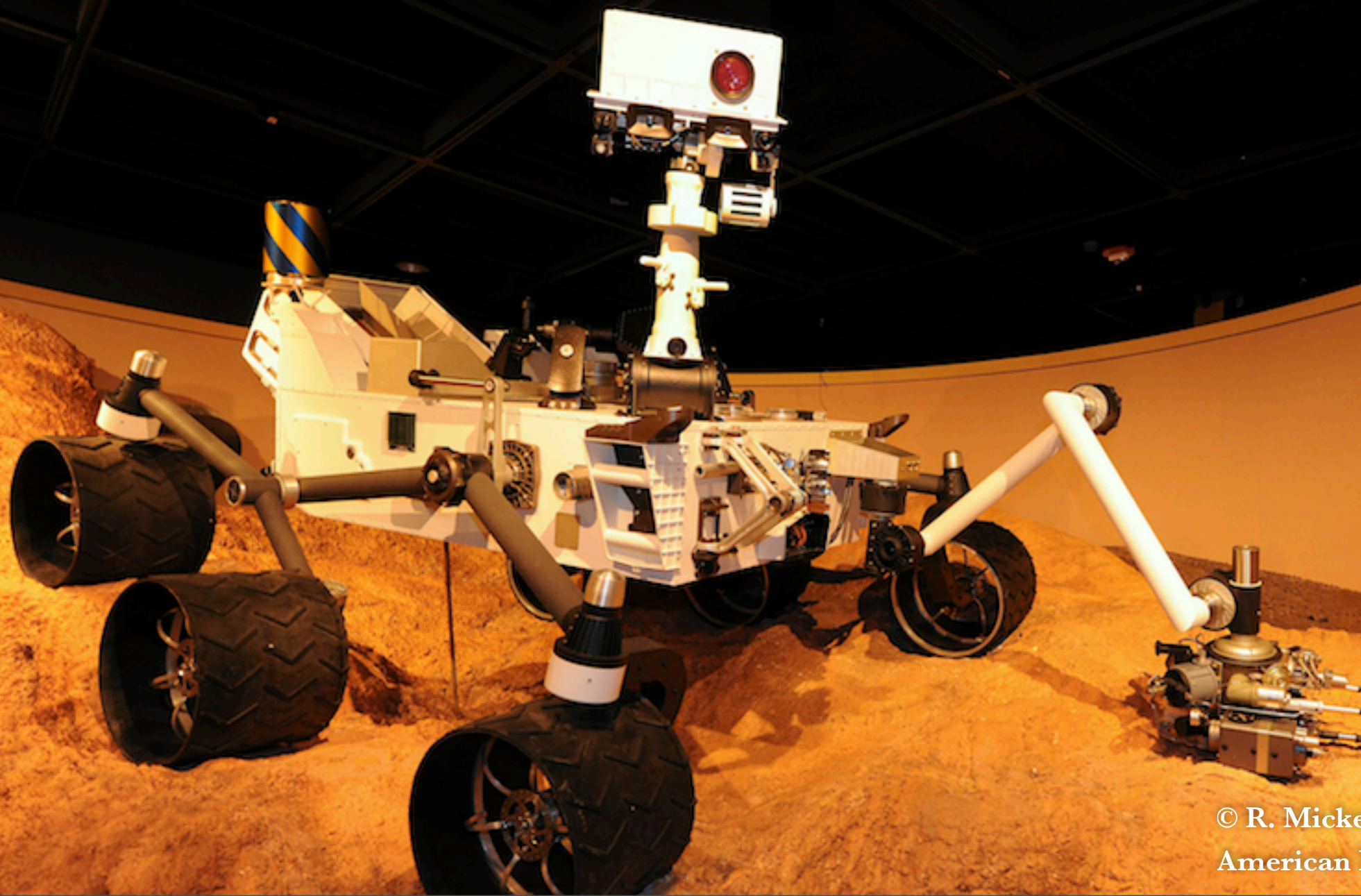
Invest in tools



Speak up



Stay curious



Meet new people



To give anything less than your best, is to
sacrifice the gift.

Steve Prefontaine